

Message Text

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PAGE 01 BELGRA 06112 131102Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----073600 131255Z /53

R 121520Z SEP 77
FM AMEMBASSY BELGRADE
TO SECSTATE WASHDC 2345
INFO USDOC WASHDC
USIA WASHDC
AMCONSUL MILAN
AMCONSUL ZAGREB

UNCLAS BELGRADE 6112

DEPARTMENT FOR EUR, GEORGE VEST; USIA FOR ICS ; MILAN PASS
US TRADE CENTER

E.O. 11652: N/A
TAGS: BEXP, YO
SUBJECT: FUTURE US PARTICIPTION IN ZAGREB FALL FAIR

1. IN MEETING SEPT 10 WITH DIRECTOR ZAGREB FAIR VLADO JURICIC,
I STATED THAT ONE WAY OR ANOTHER -- US WOULD CONTINUE
PARTICIPATION AT THE FAIR NEXT YEAR AND AS LONG AS I REMAIN
AMBASSADOR TO YUGOSLAVIA.

2. I TOLD JURICIC THAT I HOPED OUR NEW CONCEPT, FIRST USED
THIS YEAR (USIA CORE EXHIBIT, US COMMERCE DEPARTMENT
HOUSEWARES CATALOG SHOW, AND INDIVIDUAL STANDS FINANCED
BY 12 AMERICAN COMPANIES) WILL SERVE AS MODEL FOR FUTURE
EXPANSION AMERICAN PARTICIPATION IN THE FAIR. I STRESSED
IMPORTANCE OF SLAES BY US COMPANIES DURING FAIR,
EMPHASIZING THIS WOULD NOT BE POSSIBLE WITHOUT GENEROUS
GOY FOREIGN CURRENCY ALLOCATION TO ENABLE YUGOSLAV PURCHASE
OF US PRODUCTS. JURICIC AGREED NEW CONCEPT (DEPARTING FROM
PREVIOUS USIA THEMATIC EXHIBITS) MORE IN KEEPING WITH
COMMERICAL NATURE OF FAIR. HE PROMISED SUFFICIENT FOREIGN
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CURRENCY ALLOCATION TO GUARANTEE SALE OF PRODUCTS
EXHIBITED T HIS YEAR, THOUGH HE NOTED DECISION ON
FOREIGN EXCHANGE ALLOCATION NOT HIS ALONE.

3. IN ORDER TO AVOID LAST MINUTE SCRAMBLING CAUSED BY LATE
DECISION TO PARTICIPATE THIS YEAR, URGE THAT STATE, USIA, AND
USDOC BEGIN PLANNING NOW FOR NEXT YEAR. I RECOMMEND THAT

NEXT YEAR'S EFFORT BE BASED ON THE CONCEPT DEVELOPED THIS YEAR, I.E., A USIA CORE EXHIBIT, DEPARTMENT OF COMMERCE PARTICIPATION AND INDIVIDUAL BOOTHS FINANCED BY PARTICIPATING US FIRMS. DEVELOPMENT OF CORE EXHIBIT WILL OF COURSE REQUIRE COORDINATION WITH US DOC TO ASSURE MUTUALLY SUPPORTING PRESENTATIONS. I SHOULD ALSO NOTE THAT USIS COUNTRY PLAN (POST PROJECT PROPOSAL YO-11, "CORE EXHIBIT") INCLUDES AGENCY PARTICIPATION IN THE FAIR NEXT YEAR.

4. AFTER CONCLUSION OF FAIR (SEPT 18) EMBASSY AND ZAGREB CONGEN WILL DO THOROUGH STUDY OF EFFICACY OF THIS YEAR'S EFFORT TO BE USED AS BACKGROUND FOR FUTURE PLANNING.

5. I WILL WANT TO DISCUSS THIS SUBJECT DURING MY UPCOMING CONSULTATION IN WASHINGTON.
EAGLEBURGER

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